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1907 Catalog  
and Price List

STRAW  
BERRY  
PLANTS



D. McNallie  
PLANT AND FRUIT CO.  
SARCOXIE, MISSOURI

10,000,000 Plants  
75 Varieties

By the Dozen or Half Million  
Guaranteed to Give Satisfaction

# D. McNallie Plant & Fruit Company

SARCOXIE, MISSOURI

Established 1894 :: :: :: Reorganized 1905



## All Kinds of Small Fruit Plants

# Strawberry Plants

**320 ACRES  
IN STRAWBERRIES**  
If placed in 1 row would  
reach over 700 miles.

# a Specialty

Branches and  
Officers

ORION McNALLIE, Pres.  
Miami, Ind. Ter.  
Mgr. Miami Berry Co.

160 Acres

C. W. McNALLIE, Vice Pres.  
Durant, Ind. Ter.  
Mgr. of Southern Branch

50 Acres

J. F. McNALLIE, Sec'y and  
Gen'l Mgr., Sarcoxie, Mo.

C. McNALLIE, Ass't Mgr.  
Sarcoxie, Mo.

L. D. McNALLIE, Treas.  
Sarcoxie, Mo.

110 Acres at Sarcoxie

We grow  
and ship

FROM OUR OWN  
FIELDS

Strawberries  
and  
Strawberry  
Plants  
in car lots

# 396

## The Strawberry

Within the last twenty years the strawberry has become one of the most important fruits. Being the first to ripen in the spring, its tempting appearance, its delicious taste, and its wholesomeness as a diet, has made it universally popular. It has been aptly named the "Queen of Small Fruits."

It was not so many years ago that strawberries were considered a luxury, and the more improved varieties were only grown in the gardens of the rich, but today in every home where they can be secured, they are deemed almost a necessity, in their season.

The Strawberry is easily grown and thrives in almost every locality. "And so general has become the culture of this fruit for home use that every farmer and city dweller who will, may have his own strawberry patch." A few hundred plants set on a small plot of ground and properly tended, will produce an abundance of fruit for table use and canning. And on account of the ready sale and the steadily increasing demand for this fruit in the larger city markets, some sections are engaging more extensively in the commercial growing of strawberries than any other crop.

Southwestern Missouri and Northwestern Arkansas are especially adapted to the commercial growing of strawberries, and from numerous towns in this district train loads of the fruit are shipped each season to all parts of the country. But rapid as has been the increase in the production, there are many markets that have not yet been reached, and very probably there are more people who do not have a sufficient supply of strawberries, than there are those who do. And it is reasonable to conclude that the demand for all kinds of fruit will increase at a faster ratio in the future than in the past. The recent exposure of meat packing methods will be of much benefit to fruit-growers, as people are realizing the healthfulness of more fruit as food, and less flesh.

### Our Specialty

is the growing and shipping of Strawberry Plants. The business was established in 1894 by D. McNallie, who became eminently known as a successful grower and shipper of strawberries and strawberry plants. The members of the D. McNallie Plant and Fruit Company have been associated with the business since its establishment, and our experience has been gained by active work in all lines of the industry. We are enthusiastic and confident in regard to the future of fruit growing, and that we have found the occupation profitable and congenial is evident from the fact that we have steadily increased our acreage from year to year.

**Main Plant Fields, Sarcoxie, Mo.**—Our first plant and fruit bed containing twelve acres was planted at Sarcoxie in 1894. We now have at this place one hundred and ten acres in strawberries, sixty acres of which are new set beds, especially cultivated for plants, and from which we will have ten million plants of seventy-five varieties to offer to the trade

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this spring. In addition to the fields at Sarcoxie, is the southern branch at Durant, Ind. Ter., of fifty acres, and the Miami Berry Co., of Miami, Ind. Ter., of one hundred and sixty acres, making a total of three hundred and twenty acres now under our management.

**Southern Branch, Durant, Ind. Ter.**—For several years we have had a steadily increasing number of inquiries for plants for fall setting and also a demand from Southern growers, who plant during the months of January and February. On account of not often being able to dig plants at Sarcoxie, because of the uncertainty of the weather during these months, we secured land at Durant, Ind. Ter., and planted fifty acres to strawberries at that place this season.

Durant is situated in the extreme southern part of the Territory, being twelve miles north of the Texas line and twenty miles north of Denison, Texas. The soil appears to be especially adapted to the growing of strawberries and strawberry plants. In season, it is thirty days earlier than Southwestern Missouri, and plants can be dug fresh for shipment at most any time during the winter.

This branch is under the management of Mr. C. W. McNallie, and we expect to have a large stock of the leading varieties to offer to the trade during the fall and winter of 1907-08, grown at that place.

**Miami Berry Co., Miami, Ind. Ter.**—Last year a company was formed at Miami, Indian Territory, called the Miami Berry Co., and one hundred acres planted to strawberries. Most probably, this is the largest single strawberry field in the world. It is in one compact body, without a dividing line or fence, and the stand is almost perfect. The field contains forty acres of Aroma, thirty-five of Haverland, and the remainder is divided between Sample, Downing's Bride, Klondike and Lady Thompson. As viewed the middle of September this field presented a most attractive sight. Clean as a well-kept flower garden and with nothing in sight but the thrifty, green, luxurious foliage of over five hundred rows of strawberry plants, averaging two feet in width, and nearly one-half mile long. Row after row, acre after acre, without practically a skip or break, and every variety **true to name**. The plants for this field one-half million, were furnished from our plant beds at Sarcoxie, and every detail of the work, from the setting out of the plants, through the cultivating season, and until they were mulched, has been under the direct supervision of a member of our company, Mr. Orion McNallie. Anticipating an average fruiting season the estimated yield from this field will be from thirty to forty cars of strawberries. Another field of sixty acres was planted at Miami this spring.

### Our Purpose

The five active members of this company have practically grown up in the commercial growing and shipping of strawberries and strawberry plants; yet we do not claim to be specialists in this line, for though we have learned some things in growing the fruit and plants, that learning has already taught us we will never know it all.

But we believe our large acreages in the different localities, not only for raising and selling plants, but in growing and shipping fruit, under the same con-

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ditions you will be growing it, place us in a position to watch the working qualities of the different varieties, and that our descriptions and information should be reliable and a benefit to you.

This industry will probably be our life work, and it is our purpose, not to see how many orders we can fill today, with just anything, so it is a strawberry plant, regardless of how grown or the variety ordered; but to furnish good plants properly grown and true to name, so that we will merit your order and your neighbor's order in the future, and we take this opportunity of thanking the many customers of the past for their liberal patronage, and the many kind words of encouragement received from them. It will be our constant study in the future, as it has been in the past, to try and give perfect satisfaction to the old, as well as new customers who entrust their orders to us, as our success, we feel confident, depends wholly on the satisfaction we may be able to give our patrons.

**Location**—We are located at Sarcoxie, Mo., in the Ozarks, near the southwest corner of the state, where the natural advantages of soil are as perfect, if not the most perfect, for growing strawberry plants and berries as any place in the United States. About 1,000 acres of berries are harvested here annually, being shipped in refrigerator cars principally, to the large markets of the North and West.

**Guarantee**—We guarantee our plants true to name, well rooted and from new beds that have never fruited; if they prove not to be so, we will replace them free of charge. While we do not claim to raise better plants than any one else on earth, we do claim that we raise them better than some, and as good as the others.

**Filling Orders**—We commence filling orders as early as we can dig plants in the spring, about March 1st; though we frequently have warm spells during the winter that we can take up plants if needed. We will not fill any orders after May 10th, as we do not think the plants are then in condition to give satisfaction. A great deal of their vitality has been used to form foliage and fruit.

**When to Order**—Order early by all means, while the plants are in a dormant condition before they commence to grow in the spring; they will ship better, stand more neglect and rough usage, and will start off better when set out. Allow time enough before you need the plants, so that if we are crowded and you should have to wait a day or two, it will not inconvenience you. The best plan is to order a week or two ahead, and state the date you wish them shipped. Another advantage in ordering early, is that our stock is complete and you are sure of getting all your order filled.

**Substituting**—We will not substitute any variety for those ordered, without permission. Would advise you to permit such substituting if it can be done with plants equally as good for the purpose wanted, as it might save time if we should be out of the kinds ordered, especially late in the season, when a day or two is very important.

**Preparing Plants**—All plants are dug fresh when ordered, and each plant is cleaned separate. We not only remove all runners and dead leaves, but take off nearly all the foliage. We find this makes

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the plant lighter to ship, much less liable to heat, and if the conditions are not very favorable, the foliage dies after the plants are set out before they start to grow. After plants are cleaned they are carefully counted and tied in bunches of 25, each bunch plainly labeled; unless the order is for 3,000 or more, of any one variety, when they are packed separate in plant crates, and each crate plainly branded with the name of the variety.

**Packing and Guarantee**—We take extra care in packing our plants, and guarantee all express or mail order shipments to reach their destination in good order. If they are lost on account of delays or accidents, we will replace them free of charge, if notified promptly. We pack in boxes as light as possible, considering the way they are handled in shipment, and use damp moss, not wet. A grower may raise good plants, but if they are not cleaned and packed properly, you will not get good results from them.

**Shipping and Claims**—One dozen, twenty-five, fifty and one hundred lots can be easily sent by mail. All other sized orders should go by express, which is the quickest and safest way of shipping. Express companies allow a discount of twenty per cent from regular merchandise rates on plants, bulbs, etc. Plants may be shipped by freight, if ordered while they are yet dormant, generally before March 15th, but if so shipped, it is at purchaser's risk.

Claims, if any, must be made immediately on receipt of goods. We can not be responsible for treatment after receipt, or misfortunes caused by drouths, floods or other causes.

**Great Advantages**—While there are five active members of this company, there are three others of the McNallie family, who have stock in the company, and whose services are devoted exclusively to the company during the plant season. We know of no business that requires as much care as the plant business to keep it straight. The work generally has to be done in a rush, and the plant dealer is at the mercy of the elements and the man wanting the plants. So our great advantage in filling orders is on account of each department of the work—from the digging of the plants, through the store room, cleaning rooms, tying rooms and packing rooms—being under the careful supervision of some one of our own company who understands the business, and is anxious that every customer be well pleased.

**Our Stock**—We have a nice large stock of plants for sale this season, and we solicit large as well as small orders. Can furnish them by the dozen or the half million, all from our own fields. We will sell no plants except those grown under our own supervision. We know our own fields are pure, but do not know whether others are or not.

**Terms**—One-third cash with order, balance before plants are shipped. We will ship by express C. O. D., if one-third of the amount accompanies the order, purchaser to pay return charges on the money.

**Remittance**—May be made by St. Louis, Chicago, or New York draft, postoffice or express order, or where none of these can be had, by registered letter.

**Reference**—First National Bank, State Bank, postmaster, express agent or any business house at Sarcoxie, Mo.

## Description of Varieties

For convenience in readily finding the description of any one variety, we have arranged the varieties in alphabetical order under this heading, but under the Price List following Description of Varieties, you will find them arranged according to their season of ripening.

**Aroma (S)**—For several years this berry has been growing rapidly in favor, and for the last three or four years has been the leading late variety in this section of the country. It has largely supplanted the well-known Gandy as it seems to be suited to a greater variety of soils, and probably three-fourths of the acreage planted in Southwest Missouri this season will be of the Aroma. While it commences ripening a little earlier than Gandy, it generally lasts as long, is much more productive, and there is no berry that outsells it on the market. A good plant maker, and free from rust. Fruit very large, roundish in shape, rarely misshapen and deep glossy red in color. If you have not tried this variety, do so, for we are satisfied you will be pleased with it.

**Bubach (P)**—A well-known variety, noted for its large size and productiveness. Mid-season in ripening, but a poor plant maker, which is probably the main reason of its success in maturing large fruit. It is a variety that generally exceeds its promises at blooming time, for all of its fruit is of a marketable quality. Especially recommended for home use or near market.

**Bismark (S)**—When this berry was introduced it was expected that it would supersede the Bubach. It is as productive as that variety, a better plant maker, and its fruit is firmer, but it will not produce as many extremely large berries as Bubach, and some object to their lighter color. It is medium in season and a good pollinizer.

**Barton's Eclipse (P)**—This is a variety that probably would be more of a favorite among growers, if its foliage was not subject to rust some years. We have fruited it several years and even when it rusts, we can generally depend on it yielding a large quantity of fine berries. Medium to late, fruit somewhat of the Haverland shape, but darker in color.

**Benoy (S)**—A very large, fairly productive berry, poor plant maker; about same season as Bubach; firm for so large a berry.

**Bobolink (S)**—This variety is highly spoken of in some sections. Claimed to be the earliest of them all. We have had it for three years, but can not tell much about it, as the late frosts have always destroyed most of the blooms.

**Brandywine (S)**—A berry that differs from most varieties, in having a broad, heart-shaped, bright yellow seeds, and a very large calyx. A good plant maker, productive, firm, and from medium to late in season. With us some seasons the calyx turns brown and injures the appearance of the fruit. This variety does well in some sections, and we note that in some parts of California, it is their most profitable berry.

**Ben Davis (S)**—We like this berry very well, though we did not have many plants left at fruiting time last year. It is a good plant maker, healthy

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foliage; quite productive of large berries, round, regular shape, firm and dark red. Mid-season.

**Clyde (S)**—It has many good features and as few defects as any variety grown, but those defects, most seasons, are its undoing. If the season and soil are just right it is fine. The roots and crowns of the plant are above the average in size, and it is a fair plant maker, but most years it does not produce foliage sufficient to protect and properly nourish its fruit at ripening time. Too many of its berries will rot on the underside before they ripen enough for picking. It is medium early, very productive, fruit large to very large. It is strong in pollen and makes a good early pollenizer for mid-season pistillates.

**Crescent (P)**—One of the very oldest varieties grown at the present time. While it is discarded in most sections, it is largely grown in other places yet on account of its season and productiveness. It is about the earliest pistillate variety, but after the first picking, the fruit runs down in size quickly, and becomes soft. Not profitable as a commercial berry.

**Downing's Bride (P)**—We have fruited this variety several years, and consider that it was appropriately named. The appearance of its fruit is as handsome as any bride could surely wish to be. It is very large, firm and productive; and holds up well in size to the very last picking. In color, it is of a deeper, glossier red than the almost ideal Ridgeway. Mid-season; and a fair plant maker, which sends out very long runners, before another plant is formed, therefore does not set its plants close together. It makes a thrifty, upright foliage, though the plant does not make many or very long roots, and this feature might make against its productiveness in a very dry season. We believe it is well worthy of a trial by all strawberry growers, as it is very highly spoken of in other sections of the country.

**Dayton (S)**—This variety resembles the Haverland in size and shape of fruit, but is darker colored. It is a very early medium variety, productive, but not firm enough for long shipment. Believe you would like it as a garden berry or for home market.

**Dornan (S)**—This is rather a new variety, and was introduced as the Uncle Jim. We have been impressed with the plant growth of this variety; they are very thrifty, large crowns, large roots; the foliage is larger and taller than any variety we grow. It is medium to late in ripening, and productive of very large berries that hold up in size as well as the Bubach. While we can not class it as extra firm, we believe it is a variety that is worthy of trial.

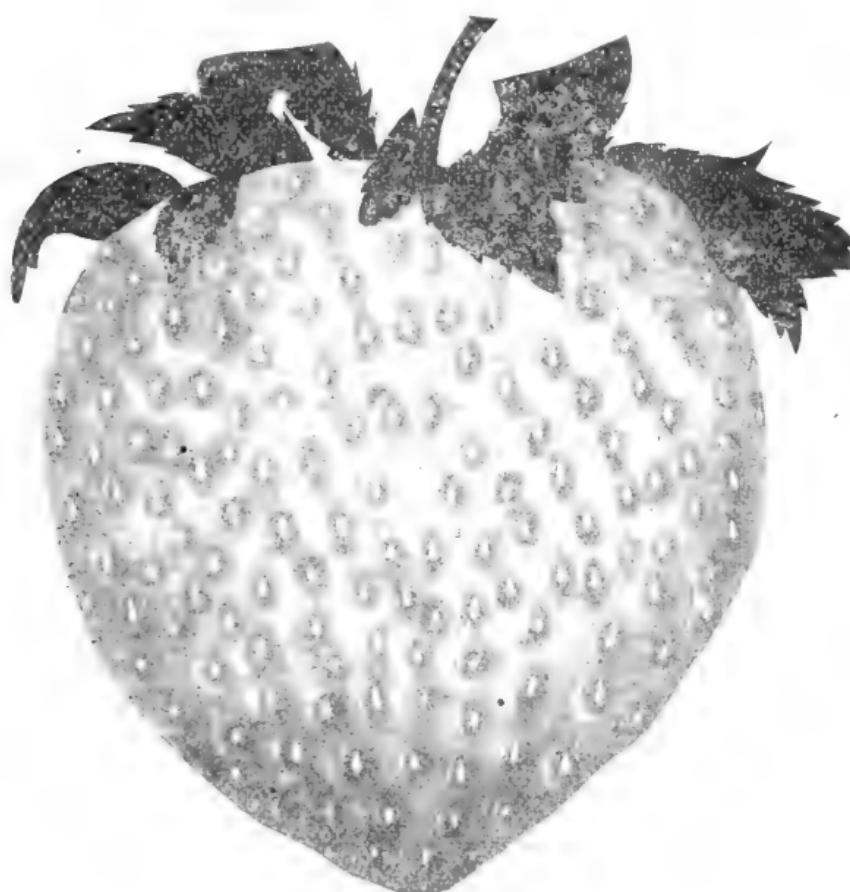
**Excelsior (S)**—An early berry, planted extensively, especially in some of the southern sections. It commences to ripen about the same time as the Michel, but after two or three days will ripen much faster than that variety; on that account it produces more extremely early berries than Michel's Early. Foliage tall and dark green, some rust; fruit almost round and very dark red; firm and a much better shipper than Michel. It is a good plant maker and if rows are allowed to become too thick, the last pickings will be small. A few object to it on account of its tart flavor, but we believe you will make no mistake in planting it for an early berry. It is pro-

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ductive, a nice looking berry, a good shipper and sure plant maker.

**Enhance** (S)—Medium to late, a long season, a good pollenizer, first berries irregular in shape, but become regular after a few pickings; from medium to large in size, a good shipper, and a good plant maker.

**Ernie** (S)—Plants are medium in size, and this last season it did not come up to the average as a plant maker. Claimed to be earlier than Crescent, and to hold out longer in fruiting. Would probably make a good fertilizer for early pistillates. Berries are uniform in size and shape, dark red and firm; productive.



**Gandy.**

**Gandy** (S)—Before the Aroma became so well-known, the Gandy was the favorite late berry among most strawberry growers. It is a good plant maker, very large, firm, and a good shipper, either in refrigerator cars or by express. It is not adapted to as many kinds of soil as the Aroma, and some seasons is not so sure a cropper as that variety. Because of its flavor is much desired for a canning or preserving berry.

**Gardner** (S)—Large stocky plants; favors the Clyde in general appearance, except that it makes much larger, robust foliage, sufficient to give perfect protection from the sun to the berries. It is very productive; it will not have as many ripe berries on at one time as the Clyde, but lasts longer, and will produce as much fruit, one season with another, as the Clyde. The Clyde will produce some larger berries than the Gardner, and some smaller. The Gardner is much more uniform in shape and size and will average fully as large during the season. We use it extensively to pollenate Haverland. Mid-season.

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**Glen Mary (S)**—Very weak in pollen; not fit to pollenate pistillates. It is fairly productive of nice large berries, and holds up well during the whole season. We like this berry better each year. Mid-season; has a robust, vigorous plant; but hardly up to the average as a plant maker.

**Greenville (P)**—This is an old standard variety, well-known all over the country; it is very productive. We have never known it to fail in making a large yield of berries; like the Bubach it is classed as soft, but they ship well in refrigerator cars; a medium plant maker of fine healthy plants.

**Haverland (P)**—A standard variety that is more universally praised all over the country than any other. It has more good points and fewer faults than any berry we ever grew. It succeeds on all kinds of soil, and seems to be the least affected by frosts, often producing a full crop of perfect fruit, when other varieties are badly damaged. It makes a large stocky plant and sets just enough plants to make a perfect fruiting row. Medium in season, very productive, large to very large, and holds up in size to the last picking. It is long in shape, gradually tapering, and light scarlet in color. While it may not be as firm as some varieties, it is firm enough for home or nearby markets, and if not allowed to get too ripe before picking, will carry as long a distance as any variety. We have known this variety, shipped in refrigerator cars, to arrive in good condition, and bring the top price a week after they were picked.

**Hero (S)**—This is one of the newer varieties that have come to stay. We have fruited it for several years and like it better every year as a fruiter and pollener. The plant has many of the characteristics of the Haverland; a large rooted, stocky plant, and makes just enough for a good fruiting row. Medium in ripening, berry dark red, from large to very large in size, and does not run down in size as soon as so many varieties.

**Hoffman (S)**—This is nearly, if not quite, as early as Michel; some seasons it is more productive and others no more productive than the Michel; one great advantage it has, it does not make much more than half the plants the Michel does, so it matures much larger and nicer fruit. It is generally quoted on the market from fifty cents to one dollar a crate more than the Michel, as it is larger, a better shipper and better looking berry.

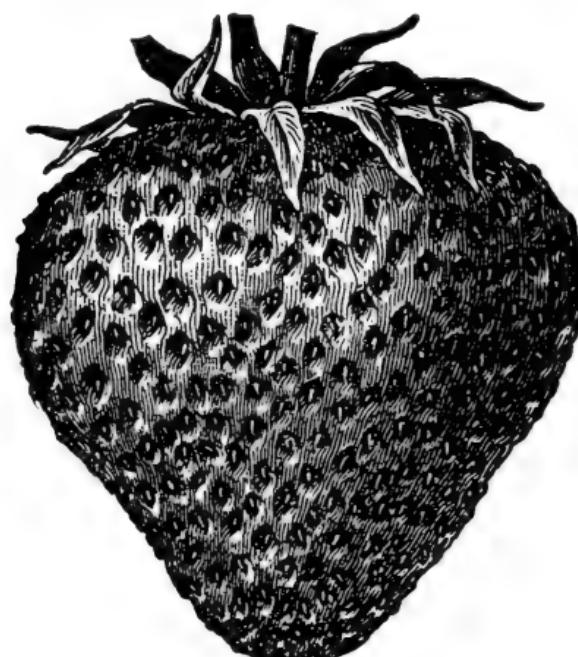
**Jerry Rusk (S)**—When the seasons are favorable this is a grand berry, but it does not like dry weather at fruiting time, as it sets so much fruit it cannot mature it in a dry time.

**Johnson's Early (S)**—Here is an early variety that has good parentage, being a cross of the Crescent and Hoffman. It is very early, ripening about the same time as the Excelsior. It resembles the Hoffman in color of foliage, and the fruit is very large, highly colored, and of extra fine quality. On thin land it is not very productive, and many of the blooms appear to blight; but on heavy land it is very productive, and we doubt if there is any early variety that will excel it in size and attractiveness of fruit. It is a very prolific plant maker, and probably no other variety can equal it in this respect.

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therefore it is necessary to keep plants thinned for best results. Firm, a good shipper. If you have not tried the Johnson, we would advise a trial.

**Klondike (S)**—This is a variety that from reports and our own observations, we believe is a decided improvement over the well-known Lady Thompson. The Lady Thompson has been well proven, and during dry seasons especially has been a money-maker, for then it seems to do its best. But it is too light in color, and during the wet season gets soft. We have found the Klondike not to have these bad qualities. The Klondike is a good plant maker of dark-colored, clean foliage, as productive, if not more so, than the Lady Thompson and two or three days later in ripening. The fruit is of good size, though not extra large, but holds up well in size and lasts a long season. Regular in shape, dark red in color and firm. In fact, is reported to carry extra well as a shipper. Probably no berry came so quickly to the front among Southern growers as a market variety.



**Lady Thompson.**

**Kansas (P)**—A good plant maker, healthy foliage. Is highly recommended as being productive, from medium to large size, from medium to late in ripening.

**Lady Thompson (S)**—This berry has been planted extensively in the South for several years, and has become quite popular in this locality. It is a good plant maker, with a very rank foliage that stands almost upright, making it easily distinguished from other varieties. It is second early in season, ripening after Excelsior. It is fairly productive, and lasts a long season. While not an extremely large berry, it is large enough for any fancy trade, and holds up in size until every berry is gone. There might be some objection to the light color of its fruit, and the last two seasons, on account of the extreme rainy weather, there have been some complaints about it not carrying well on long distance shipments. It seems to thrive and do best during a dry fruiting season, apparently the drier it is the better it seems to do.

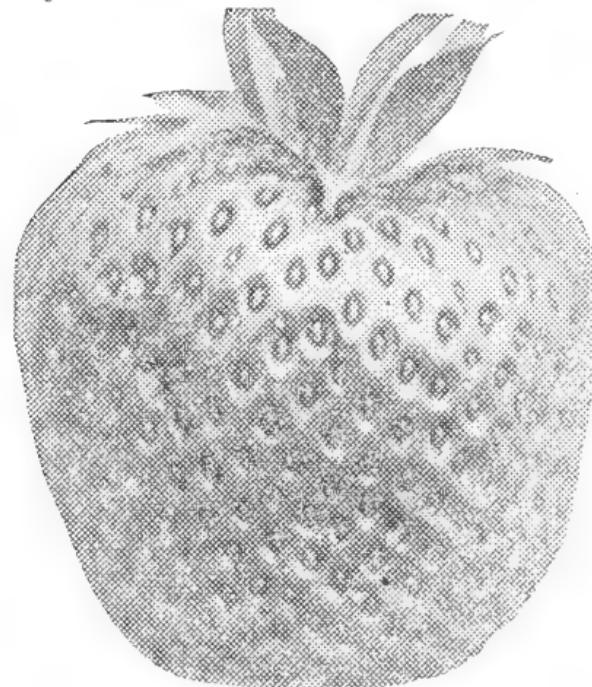
**Marie (P)**—This is a seedling of the Crescent crossed with the Cumberland. It takes after the

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Crescent in being a prolific plant maker and producing lots of fruit. The berries are round, fairly firm, and of good color. It is not an extra large berry, but the fruit will probably run more uniform in shape and size than any variety grown.

**Mele (P)**—This is an improvement on Crescent all around and about the same season in ripening. It is a prolific plant maker, and while it can not be classed with the large berries, it is fully as large, if not larger, than the Crescent, and holds up much better to the last picking.

**Mary (P)**—This is an extremely large berry and very little known. It is a poor plant maker, makes fewer plants than Bubach, and for this reason probably has not been advertised much by plant dealers. We have fruited it several years, and out of over a hundred varieties we can say it produces the largest berries we have ever seen. It is fairly productive, medium to late, and very firm for so large a berry. In color it is very dark, almost black when fully ripe. It should be tried at least by those who cater to a fancy trade.



Mary.

**Michel (S)**—Our oldest very early variety. It is being discarded by a great many on account of its size and shipping qualities, while some sections still use it nearly exclusively; like a great many other varieties it makes too many plants, and we allow them to become too thick for best results.

**Monitor (S)**—Resembles the Captain Jack in growth of plant and shape of fruit. A fair plant maker and productive of large to very large berries, very uniform in shape. It is soft for long-distance shipping, but should be satisfactory for home or nearby market.

**New York (S)**—An average plant maker; plants large, foliage very healthy. It is a cross of Bubach and Jessie. Medium in season and very productive of large size fruit. A berry highly spoken of wherever tried. Not extra firm, but especially recommended by the introducer for a local market or a market that can be reached over night.

**Parker Earle (S)**—A very productive berry if all conditions are favorable, otherwise it will prove a

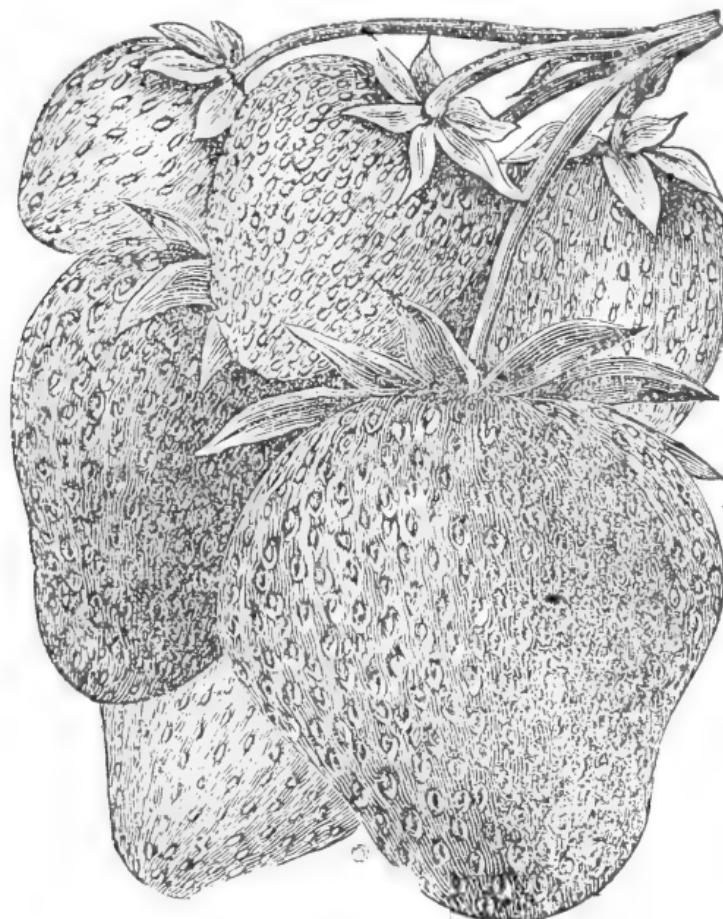
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failure. It must have very rich soil and plenty of moisture to mature its crop; when conditions just suit, it is immense. Does not make many runners, but has a tendency to stool from the mother plant.

**Palmer's Early (S)**—Like the Bobolink, this is claimed to be an early berry, and it promises to be one, for it is a prolific early bloomer. But the frost has destroyed most of the blooms for us. What fruit did set were from medium to large size and firm. It is a good plant maker.

**Poccmoke (S)**—Very healthy plants, and productive. Fruit is of good size, regular in form, and firm. Mid-season.

**Phillip's Seedling (S)**—We were very much impressed with this variety last season. It is a good plant maker of medium size plants. The fruit is from medium to large in size, of good color, conical



**Ridgeway.**

and regular in shape, but slightly corrugated. It is productive, very firm and seems to hold up well in size. Mid-season.

**Paris King (S)**—Makes very upright, slender foliage, and plenty of plants. Mid-season; some of the first berries are large in size, but they do not hold up well.

**Ridgeway (S)**—This variety succeeds well in nearly every part of the country. We use it extensively as late pollener, it being extra potent in this respect. This was another of D. McNallie's favorite berries, and we quote in part from one of his descriptions: "It is very productive, it is not extremely large, but large enough to go as a fancy berry on any market. It is the most uniform in shape and size of any berry that I know, nearly all of each picking look like they had been molded in the same mold, painted and varnished by the hand

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of a careful and expert artist who was master of mixing colors to suit the taste of the most critical connoisseur. The calyx is large and the most perfect and beautiful tint of green to suit the coloring of the berry. It has a fine flavor. It ripens from mid-season to very late, while it gives several pickings before Gandy and Aroma ripen, I have been picking it as late as either of them. It is too late for a single pollenizer for most pistillates, but where two different pollenizers, early and late are used, this is a good one for late." It does not hold its own as well as some varieties do during an extremely wet picking season, but in a normal season, or when it is a little dry, it can hardly be beaten for the quantity and quality of its fruit and for their fine color and uniformity in size. We believe much of this is due to the fact that the plants have such a fine root system, which penetrates deep down, and in all directions in the soil.

**Sample (P)**—A very productive berry, medium to late in ripening; in fact, it should be classed as late, as more of its berries ripen in that season. A good plant maker, of strong, thrifty plants. Fruit above the medium in size, firm, nice color, and holds up well for a long season. Since we have noticed this berry it has gained in prominence each year. This berry will compare well with Aroma in the color and size of its fruit, it is not quite as round, but has more of a conical shape.

**Shuster Gem (P)**—This is an early pistillate variety, ripening about the same time as Crescent. Its fruit will average larger than Crescent, although some of the first berries are irregular in shape. A good plant maker, very productive, and holds up better in size and lasts longer than Crescent. Some growers have found it a profitable berry to raise here.

**Senator Dunlap (S)**—A variety that seems to give general satisfaction all over the country. It is a perfect bloomer and an extra prolific plant maker of medium size plants; medium in fruiting season, ripening about the same time as Warfield, and resembling that variety in color and shape of fruit. The Dunlap is very productive, medium to large in size, and very dark red in color when fully ripe. It is firm, and has a peculiarity of remaining on the vines longer after ripening than most varieties without becoming soft. It seems to do well on all kinds of soil and in all sections. It is especially highly spoken of by Northern growers, where it is exclusively grown. At Durant, Indian Territory, near the Texas line, six acres on a two-year-old bed produced nearly 1,000 crates, and many crates in the field were left unpicked on account of the heavy rains. Plants should be set twelve to eighteen inches further apart than Aroma or Haverland, or runners kept cut off, to get best results in size of fruit, for it is about the best plant maker we have.

**Texas (S)**—This is a new variety, introduced by the same man that originated the Excelsior. It resembles the Excelsior in foliage and growth, but is not as prolific in plants, nor does not rust. We have fruited it for five years, and like it better every season. It is nearly as early as the Excelsior, but does not ripen quite as fast; fully as large or larger, lasts a long time for so early a berry, and produces more marketable fruit than any early berry we have

## D. McNALLIE PLANT AND FRUIT COMPANY.

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grown. Many of the berries at the last picking are as large as the first ones. It is almost round in form, and makes a good appearance when crated. Nearly all strawberry growers are looking for an early berry that will produce more than those now grown and will hold up in size and not become soft. From our observation we believe you will get it in the Texas. For a large, well-rooted plant it excels any early variety we raise.

**Tennessee Prolific (S)**—It is both prolific in plants and fruit, a very healthy, robust plant, a good pollenizer for mid-season pistillates. We deem it one among the best of our old varieties.

**Warfield (P)**—This was the leading berry in this section of the country for many years, and though not planted as extensively as it once was, quite a large acreage of the Warfield is planted each year yet. It is one of the best plant makers, and very productive. The first berries are large in size, but if the rows are too thick, or if it is not properly pollenized, the berries will soon get too small and knotty for a market berry. Some years on certain soils, under favorable conditions, it will produce as many crates to the acre of marketable berries as any variety. It is deep red in color, firm, and especially desired as a canning berry. If it was kept properly thinned it would be more of a desirable variety, but as it is generally grown there are too many small berries to be profitable.

### Some New Varieties

Most of the following varieties are of recent introduction, and though we have fruited a few of them, it was in such a small way that we do not consider it a fair test. Therefore we give only a description of the plant growth, but add the description of their fruit as given by the introducers.

Numerous new varieties are being introduced each season, and many of them are adapted only to the soil or climate or season in which they originate. A few prove equal to some of the well-known and general grown varieties, but it is only now and then one is found to be superior.

All strawberry growers owe a great deal to those who propagate new varieties, and who so patiently follow their work, and sometimes if their enthusiasm over-reaches the facts, we would rather hold it was a mistake and not a fault.

It requires several seasons' tests in different sections and under different conditions before a variety can be safely recommended for general commercial planting, but we believe all growers who make the raising of strawberries their main business, should be among the first to try a few, at least, of the most promising new sorts, and carefully note the reports on the others—it is in the line of progress, and progression is as necessary in the strawberry industry as in any other.

Our stock of plants of these newer varieties is rather limited, on account of many of the varieties being received too late in the season to secure a good stand, but the original plants were purchased from the introducers, or reliable plant dealers, and we guarantee each variety to be true to name.

## D. McNALLIE PLANT AND FRUIT COMPANY.

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**Advance (S)**—A fair plant maker of medium sized plants with dark colored foliage. Introduced from Indiana, and claimed to have all the good qualities of the Haverland. “Berries of large size, long pointed, fruit stems long and low down. Ripens with the Haverland and brought fifty cents per case more.”

**Almo (P)**—This is a seedling introduced by Mr. Bauer of Arkansas, also the originator and introducer of Texas, Hero, Excelsior and other well-known varieties. Mr. Bauer says this is one of the most prolific strawberries in the strawberry world, the other varieties don't come any where up to it in the quantity of fruit. It ripens about a week after Excelsior, makes a very large plant, and the berry is about the size of the Lady Thompson with a very dark color. He highly recommends it to those growing berries for market. We have liked the clean, healthy plant growth of this variety with us this season. A good plant maker of very thrifty, medium sized, light colored foliage. It is a variety that we believe is worthy of trial.

**Armstrong (S)**—Introduced from Germany about eleven years ago, and until lately controlled by three or four German fruit-growers. Claimed to be one of the largest and most productive berries grown. From medium to late in season. It is a good plant maker with us of very thrifty, heavy, dark colored foliage.

**Arnouts (S)**—Originated in Pennsylvania. Large, heavy, thick foliage, and free to make large healthy plants. “Productive, firm; large bright red fruit, and ripens evenly all over. Does not send fruit stems above foliage while in blossom, and therefore is never injured by late frosts. Season early and lasts a long time.”

**August Luther (S)**—An early variety with healthy plants and foliage. Fairly productive of good sized fruit. Seems to be adapted to certain localities and soils to give best satisfaction.

**Auto (S)**—Introduced in 1905 as the largest, handsomest and most profitable mid-season market berry.

**Beaver (S)**—A good plant maker of healthy, medium sized plants and foliage. “It yields a good crop of large roundish, conical berries, bright red, shining and beautiful. Excellent in quality, medium in season.”

**Cardinal (P)**—Introduced two years ago, and backed with as many strong claims and more flattering recommendations than any new variety ever introduced. This seedling was discovered in 1896, by Mr. George Streator, a horticulturist of national renown. It has been tried in different sections of the country, and flattering reports were received from every place. It has been grown among forty varieties for comparison, and in luxuriant growth and productiveness it far excelled them all. “Fruit roundish or roundish conical, medium to large, bright crimson, not fading; quite firm and solid, medium to late in season, closely following Bubach.” We fruited this variety last year in a small way, and were very much pleased with it. We believe it has great merit as a commercial variety. It is a remarkable plant maker, of strong, healthy plants, and some growers

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assert that it can be planted four by four feet and an extra good fruiting row secured.

**Challenge (S)**—Originated in Missouri. Medium plant maker of medium sized, healthy foliage. "It is a great favorite in some sections, notably along the Pacific Coast, and in such it is preferred to all others. One of the best for dry weather, medium early in season."

**Columbia (P)**—A variety originated here at Sarcocie, by the well-known nurserymen, Wild Bros. It has good parentage, being a product of systematized crossing of Warfield with Gandy, two of the best shippers. The introducers have fruited the variety for five years, and offer it with confidence. They describe it as possessing about all that is desired in a commercial variety, being very large and of a bright attractive color that appeals. As to size it is uniformly large, and in season it ripens between Aroma and Gandy. In a lot of thirty new varieties planted by us last season, it is equal, if not really superior, to any of the others, in thrifty plant growth, with large, clean, dark colored foliage. We believe it has great merit as a commercial berry, and recommend it as worthy of trial.

**Early Hathaway (S)**—A good plant maker of vigorous, healthy foliage. Strong claims are made for its superiority as an early market berry, by the introducer. An eastern grower found it one of the best early varieties in a trial plant of over one hundred. "It is good sized, firm and of a beautifully attractive color."

**Gen Joe Wheeler (S)**—"This variety comes from the South and is supposed to be a descendant of Lady Thompson, which its foliage very much resembles. It is about equal to the Lady Thompson in size, very much resembles it in color, and more productive. It ripens early."

**Louis Hubach (S)**—A seedling of Warfield and Lady Thompson. A good plant maker of rank, heavy foliage. "Will stand drouth best of any. The berry is of large size, somewhat rough, very firm and immensely productive. It will yield three times as much as Lady Thompson on the same soil, and is four days later than Michel."

**Lyon (P)**—A fair plant maker. "Fruit medium, long conical, pointed, sometimes wedge-shaped; color dark red, moderately firm. The yield was very large and picking after picking produced fruit of equal size, beauty and uniformity. Medium late in season."

**Mark Hanna (P)**—A good plant maker and productive of large, dark red, firm fruit. From medium to very late in season.

**Marshall (S)**—An old variety, grown extensively by those who supply a fancy trade. Plant very large and healthy; fruit very large, roundish, and very dark, glossy red. Moderately productive and medium in season.

**Midnight (S)**—Claimed to be the very latest ripening, and thrives well and fruits abundantly on every variety of soil.

**Morning Star (S)**—An extra good plant maker. Foliage healthy, large and dark green. Originated in Virginia, and the introducer says, "At last we have in the Morning Star what has so long been

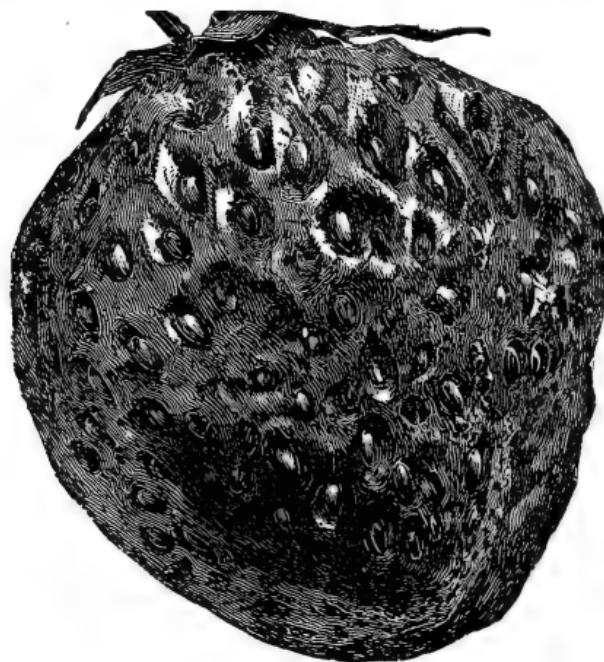
## D. McNALLIE PLANT AND FRUIT COMPANY.

wanted; a very early variety producing in great abundance, very large and beautiful berries of the highest quality. Ten days earlier than any other variety, producing large berries, firm."

**Missouri (S)**—This variety originated in the state from which it is named. Medium in season, and an average plant maker of healthy, strong foliage. Claimed to be productive, berries large, dark red in color and firm.

**Mrs. Mark Hanna (S)**—About the average in making plants of good size; foliage vigorous and dark green in color. Mid-season. Claimed to be the largest berry in existence.

**Mrs. Miller (P)**—If large sized plants are any criterion of productiveness and large fruit, this variety ought to beat them all, as the plants were about the largest of any we ever received. They have made a very thrifty growth of light colored foliage this season, and have set plants freely. The introducer who has fruited the variety for three seasons, speaks more highly of it each time. "Fruit is very large, dark red and glossy, oblong in form, slightly flattened and of delicious flavor. It appears likely to win a position among the very best of our late varieties."



**Nick Ohmer.**

**New Home (S)**—This is the favorite variety of Mr. W. F. Allen, the large strawberry grower of Maryland, and who grows more of it than all other varieties combined for market. He says: "As late and large as Gandy, fruit a bright red color that does not lose its lustre and turn dark after being picked a long time. Uniform large size, and the best shipping and keeping berry grown. Vigorous grower and unlike Gandy will produce a large crop on either high or low land. So firm that it does not need to be picked oftener than three times a week, and for market that can be reached within twelve to twenty-four hours twice a week is sufficient." The plant growth has been very vigorous with us this season, making thrifty, clean foliage of light color.

**Nick Ohmer (S)**—"Productive of large, dark red globular berries, highly colored all the way through. A grand market berry and also a superb variety for

## D. McNALLIE PLANT AND FRUIT COMPANY.

the home table. Responds better to high culture and extra attention. Mid-season."

**Oaks Early (S)**—Originated in Maryland, and named on account of its season, and having been discovered near a large oak stump. "Comes in with Michel and Hoffman and resembles the latter celebrated variety, but far superior to it in many respects, being much stronger in growth and three times as productive." A very good plant maker, of healthy, dark colored foliage.

**Parson's Beauty (S)**—This variety with us is vigorous in plant growth, with clean, thrifty foliage. Said to be one of the most productive berries grown. "Size medium to large, dark red, and of fair quality, but rather acid. For a near market where they can be hauled and sold from the wagon every day, this is a valuable variety, but too soft for distant shipment."

**Pride of Cumberland (S)**—A fair plant maker, with large, dark foliage. "Like Gandy, this berry will carry from Florida to Boston. It is brilliant red in color, and holds its freshness and lustre longer than most other varieties. It thrives on any soil, but owing to its immense crop, better results are obtained by putting it on rich land. The fruit is equal to Gandy in every respect, better in quality, and ripens one week earlier."

**Sutherland (P)**—Originated in New York. Claimed to be very productive of early berries of large size. As a market berry and for home use can not be equaled.

## Blackberries and Dewberries



**Early Harvest**—One of the earliest. Rather a dwarf grower and fruit small, but it is of good quality and very productive.

## D. McNALLIE PLANT AND FRUIT COMPANY.

**Snyder**—An old standard and popular in the North on account of its extreme hardiness; very productive, size medium, fruit juicy and sweet; strong, thrifty grower.

**Lucretia Dewberry**—This is the earliest and best of the blackberry family. It is very productive, fruit of extra large size, jet black in color, delicious in taste, and a good shipper. Very popular for table use or canning. The plant is very healthy and thrifty, throwing out numerous long runners. Set plants four feet apart in rows six to seven feet apart, and keep well cultivated.

**Note Carefully**—In the descriptions of the different varieties, we have tried to give our honest opinion, after carefully noting their behavior on our own grounds, regardless of the opinions of any other persons. Our desire has been not to mislead or disappoint any one. And we desire to call your attention to the fact, that the most essential thing in starting a strawberry bed is to get plants that are true to name; and if you do not know, you will soon learn, that it pays to buy, not the cheapest plants, but from those who have a reputation to sustain, and whose prices are made as low as is consistent with the expense, labor and carefulness required to produce good plants true to name. Too many beginners are discouraged by purchasing plants that are inferior and not true to name. If they do not quit the business, it takes a season or two to recover from the loss and inconvenience caused.

We invite you to compare our prices with those of any reliable plant dealer. We are satisfied you will find them as reasonable, and in many instances considerably lower. We believe our natural advantages of soil and location, enable us to grow plants cheaper than many growers not so favorably located, and who use expensive fertilizers to produce their crops. Plants grown in a natural soil and climate, without the assistance of artificial means, have all their native vitality unimpaired; and if given the same soil, same conditions, same culture, we guarantee our plants to yield as much and as fine a fruit as any grown.

## Price List

**Important**—Write your name, postoffice, county and state plainly, and be particular as to shipping directions. (Would prefer that order sheet as attached in catalogue be used.)

Will allow 50 of a kind at the 100 rate and 500 of a kind at the 1000 rate. Less than 500 of a kind must be figured at the 100 rate.

The prices quoted are f. o. b. station at Sarcoxie. If ordered sent by mail add 5 cents for each dozen, 10 cents for each twenty-five, 15 cents for each fifty, and 25 cents for each one hundred, for postage.

The varieties marked (P) are pistillates, or imperfect bloomers, and must have a staminate (S), or perfect bloomer, planted every third or fourth

## D. McNALLIE PLANT AND FRUIT COMPANY.

row to pollenate them. The pistillates if properly pollinated are generally the most productive.

**Discount**—On all orders received before February 1st, with cash in full, a discount of 10 per cent; and on orders received before March 1st, with cash in full, a discount of 5 per cent will be allowed from catalogue prices. These discounts are good only until dates mentioned.

If you will want 10,000 or more plants, send us list of the varieties, and we will return to you at once our best quotations on them.

Should you receive more than one of these catalogues, please hand the extra one to some person interested in fruit growing.

This list abrogates all former prices.

### EXTRA EARLY.

	12	100	1000
Bobolink (S) .....	\$0.20	\$0.40	\$2.00
Excelsior (S) .....	.20	.40	2.00
Hoffman (S) .....	.20	.40	2.00
Johnson's Early (S) .....	.20	.40	1.50
Michel (S) .....	.20	.40	1.50
Palmer's Early (S) .....	.20	.40	2.00
Texas (S) .....	.20	.40	2.50

### EARLY.

	12	100	1000
Crescent (P) .....	\$0.20	\$0.40	\$1.50
Clyde (S) .....	.20	.40	2.50
Lady Thompson (S) .....	.20	.40	2.00
Mele (P) .....	.20	.40	2.00
Shuster Gem (P) .....	.20	.40	2.50
Ernie (S) .....	.20	.40	....

### MEDIUM.

	12	100	1000
Barton's Eclipse (P) .....	\$0.20	\$0.40	\$2.00
Benoy (S) .....	.20	.50	3.00
Bismarck (S) .....	.20	.40	2.00
Bubach (P) .....	.20	.50	3.00
Ben Davis (S) .....	.20	.40	....
Dayton (S) .....	.20	.40	2.50
Downing's Bride (P) .....	.20	.40	2.50
Dornan (S) .....	.20	.50	3.00
Greenville (P) .....	.20	.40	2.00
Gardner (S) .....	.20	.40	2.50
Glen Mary (S) .....	.20	.40	2.50
Haverland (P) .....	.20	.40	2.50
Hero (S) .....	.20	.50	3.00
Jerry Rusk (S) .....	.20	.40	2.50
Klondike (S) .....	.20	.40	2.50
Kansas (P) .....	.20	.40	2.00
Monitor (S) .....	.20	.40	2.00
Marie (S) .....	.20	.40	....
New York (S) .....	.20	.50	3.00
Parker Earle (S) .....	.20	.60	3.50
Pocomoke (S) .....	.20	.50	....
Phillip's Seedling (S) .....	.20	.40	2.50
Senator Dunlap (S) .....	.20	.40	2.50
Tennessee Prolific (S) .....	.20	.40	2.00
Warfield (P) .....	.20	.40	1.50

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**LATE.**

	12	100	1000
Aroma (S) .....	\$0.20	\$0.40	\$2.50
Brandywine (S) .....	.20	.40	2.50
Enhance (S) .....	.20	.40	2.00
Gandy (S) .....	.20	.40	2.50
Mary (P) .....	.20	.50	3.00
Ridgeway (S) .....	.20	.40	2.00
Sample (P) .....	.20	.40	2.50

**BLACKBERRIES AND DEWBERRIES.**

	12	100	1000
Early Harvest .....	\$0.40	\$1.00	....
Snyder .....	.40	1.00	....
Lucretia Dewberry .....	.40	1.00	6.00

**NEWER VARIETIES.**

	12	25	100
Advance (S) .....	\$0.30	\$0.50	....
Almo (P) .....	.50	.75	\$2.00
Armstrong (S) .....	.30	.50	....
Arnouts (S) .....	.25	.40	....
August Luther (S) .....	.25	.40	....
Auto (S) .....	.30	.50	....
Beaver (S) .....	.30	.50	....
Cardinal (P) .....	.75	1.00	....
Challenge (S) .....	.30	.50	....
Columbia (P) .....	.50	.75	2.00
Early Hathaway (S) .....	.25	.40	....
Gen. Joe Wheeler (S) .....	.30	.50	....
Louis Hubach (S) .....	.25	.40	.75
Lyon (P) .....	.30	.50	....
Mark Hanna (P) .....	.30	.50	....
Marshall (S) .....	.30	.50	....
Midnight (S) .....	.30	.50	....
Missouri (S) .....	.25	.40	....
Mrs. Mark Hanna (S) .....	.30	.50	....
Mrs. Miller (P) .....	.50	.75	....
Morning Star (S) .....	.25	.40	1.00
New Home (S) .....	.25	.40	1.00
Nick Ohmer (S) .....	.25	.40	1.00
Oak's Early (S) .....	.30	.50	....
Parson's Beauty (S) .....	.25	.40	1.00
Pride of Cumberland (S) .....	.25	.40	1.00
Sutherland (P) .....	.30	.50	....

Will allow 50 at 100 rate.

The prices quoted above are f. o. b. station here, if ordered by mail, add 5 cents per dozen, 10 cents for each twenty-five, 15 cents for each fifty, and 25 cents for each one hundred, for postage. We guarantee the safe arrival of plants sent by mail or express, but any claims for plants that are not received in good condition, must be made immediately on receipt of shipment, to be considered by us. If made immediately we will cheerfully make any loss satisfactory.

**Very Important**—When strawberry plants are received, if your ground is not ready or if the weather is dry and windy, do not plant out, but take them from the package, loosen the bunches and heel them in moist soil; firm the ground around the roots, and if dry, water and shade them from the sun and they will commence to grow. When your ground is ready and the weather is favorable, plant out. Treated in this way scarcely a plant will fail to grow.

**D. McNALLIE PLANT AND FRUIT COMPANY.**

**Please Use This Sheet in Ordering Plants**

## ORDER SHEET

## D. McNallie Plant & Fruit Company

1907

Amount Enclosed, \$.....

Name .....

Post Office .....

County..... State .....

Express or Freight Office .....

Ship by ..... On or about.....  
(Mail, Express or Freight)

## D. McNALLIE PLANT AND FRUIT COMPANY.

## Fruit Growers

For the names and addresses of twenty or more bona fide small fruit growers residing in your vicinity we will allow you a credit of \$1.00 on a plant order of \$2.00 or more at catalogue price, if mailed to us before March 1st.

## D. McNALLIE PLANT AND FRUIT COMPANY.

### GARDEN OR TABLE VARIETIES.

Collection "A"—100 Michel (Early), 100 Warfield (medium), and 100 Gandy (late), will be sent for \$1.00, purchaser to pay express charges.

Collection "B"—50 Michel and 50 Johnson's Early (early), 50 Senator Dunlap and 50 Warfield (mid-season, and favorites for canning), and 50 Ridgeway and 50 Aroma (late), will be sent for \$1.00, purchaser to pay express charges.

Collection "C"—100 each of the six varieties named in Collection "B," for \$2.00, purchaser to pay express charges.

All the above varieties are standards, the very best producers, and do well in all sections of the country. By being divided between the early, medium and late seasons they will yield fruit from five to six weeks. Collections "A" and "B" properly cultivated, in average seasons, will produce seven to eight bushels of berries, and Collection "C" fifteen bushels or more, making a sufficient supply for table use and for canning.

### HOME MARKET VARIETIES.

(Some of these are too soft for distant shipment.)

Early—Excelsior, Texas, Shuster Gem and Mele.

Medium—Bubach, Dayton, Gardner, Monitor, Haverland, Parson's Beauty, Senator Dunlap and Warfield.

Late—Aroma, Brandywine, Mary and Ridgeway.

### STANDARD SHIPPING VARIETIES.

Early—Excelsior, Johnson's, Texas and Lady Thompson.

Medium—Downing's Bride, Klondike, Haverland, Senator Dunlap and Warfield.

Late—Aroma, Gandy and Sample.

### SOME STAMINATES OF SUITABLE SEASON TO PLANT WITH PISTILLATES.

With Bubach (P), medium in season—Bismark, Gardner or Hero.

With Crescent (P), early—Excelsior, Texas or Senator Dunlap.

With Downing's Bride (P), medium to late—Texas, Klondike, Gardner or Ridgeway.

With Haverland (P), medium—Clyde, Dayton, Gardner or Ridgeway.

With Kansas (P), medium to late—Tennessee Prolific, Brandywine or Aroma.

With Mary (P), medium—Ridgeway, Brandywine or Hero.

With Sample (P), late—Ridgeway, Aroma or Gandy.

With Shuster Gem (P), early—Clyde, Texas or Klondike.

With Warfield (P), medium—Senator Dunlap, Tenn. Prolific or Klondike.

### NUMBER OF PLANTS REQUIRED TO SET 1 ACRE

18 inches by 3 feet.....	9680 plants
18 inches by 3 1/2 feet.....	8297 plants
18 inches by 4 feet.....	7260 plants
24 inches by 3 1/2 feet.....	6222 plants
24 inches by 4 feet.....	5445 plants
30 inches by 3 1/2 feet.....	4978 plants
30 inches by 4 feet.....	4356 plants
36 inches by 3 1/2 feet.....	4148 plants
36 inches by 4 feet.....	3630 plants
48 inches by 4 feet.....	2722 plants
48 inches by 6 feet.....	1815 plants
48 inches by 7 feet.....	1555 plants

## Agricultural College of Missouri

Experiment Station      Department of Entomology  
CERTIFICATE OF INSPECTION OF NURSERY  
STOCK.

Columbia, Missouri, July 20th, 1906.

To Whom It May Concern:

This is to certify that on the 18th day of July, 1906, the Nursery Stock of the D. McNALLIE PLANT AND FRUIT CO., McNallie Bros., proprietors, grown in their nurseries at and in the vicinity of Sarcoxie, Jasper County, Missouri, was examined and no indication found of the presence of San Jose Scale, Peach Yellows, Rosette, or other Dangerous Insects or plant diseases liable to be transferred on nursery stock from the nursery to the orchard.

This certificate is good for one year from date of inspection.

Signed:

LEONARD HASEMAN,  
Deputy Inspector

J. M. STEDMAN,  
Entomologist.

## How to Set and Grow Strawberries

(This treatise on How to Set and Grow Strawberries, was prepared by D. McNallie three years ago, and with some alterations we present it here, thinking it might be of some interest and benefit to new beginners.)

### SELECTION OF GROUND.

Where conditions are such that you can have a choice in selecting the kind of land to suit best for a strawberry patch, select it nearly level just so it has a very gradual slope, sufficient to properly drain the water from it; if too flat, water will stand on the berries in a wet time, and if too sloping, hard rains will wash ditches between or across the rows. If steep hill sides have to be used, don't run rows up and down the hill lengthwise, but sideways with the hill; it is better for the water to cut ditches across the rows than between them, as it is impossible to cultivate satisfactorily with rows standing on ridges.

### KIND OF SOIL.

While any kind of soil that will produce any kind of a crop will produce strawberries, don't expect to get a very large crop of berries from very poor soil, as it won't make it. Your yield will be in proportion to the fertility of your soil, other conditions being equal. Ground that will produce an average crop of thirty to forty bushels of corn to the acre in this section, is considered good berry land, and will produce on an average, 200 crates per acre without any fertilizing. Use the richest ground that you have and your crop will be in proportion, both in quantity and quality, like other crops. But if your neighbor has poorer land than you and cultivates and tends his berries better, and raises larger berries and more of them, don't say that poor land is best, but that labor is justly rewarded. If soil is poor, manure and work it in well before setting out your plants.



Same Ground in Strawberries, Sept. 15, 1906.



Clearing Ground for Strawberries, Sept. 15, 1905.

### PREPARING GROUND.

Ground should be broken as soon as the crop that you are going to follow with berries is harvested, and if stubble, either sown in peas, to be turned under to enrich the ground, or cultivated sufficient to keep any weeds from going to seed during summer and fall. During the winter, or at least, two or three weeks before time to set plants, as you catch ground in right condition, re-break very deep, but don't harrow until time to set plants. If you get a rain on the ground before time to prepare it for plants it will be a great help, as it is very hard to get dry, loose, broken ground in right condition without. When ready to set out plants, thoroughly pulverize the soil as deep as possible, the deeper and finer you get the soil the better it will retain moisture, and be more available for feeding plants. Use a roller or drag for packing your ground and making it smooth and level. I prefer a plank drag for last working, as it fills up the horse tracks much better and leaves the ground far smoother and level. Don't work your ground at any time while wet. Take great pains in preparing the ground, for like all other work in a strawberry field, it can not be done too good for best results.

### SELECTING PLANTS.

If you have grown your own plants, don't use anything but the very best, and only from new beds. If you are buying your plants from some one else, you should be careful about placing your order. Don't make the price the first consideration that is important. But, "Am I getting what I ordered?" is much more important. If you are located so that only early varieties pay, and you order Excelsior plants, and receive Gandy, you can readily realize the great loss you would sustain and you should guard as much as possible against this, and not buy plants from any one that will not guarantee their plants true to name, and not mixed, and also investigate and find out whether the person making the guarantee is responsible and honest enough to make their guarantee good. I realize that refunding the money or replacing the plants does not cover the great loss that is sustained, but it does cause a responsible plant dealer to be more careful to keep his fields pure. Be very careful about handling your plants, not to get them mixed; have every bunch labeled with name of variety, and leave label in bunch until ready to use.

### SELECTING VARIETIES.

This is a very important question and should have your most careful consideration. It is possible that on this one question alone depends your success or failure in the strawberry business, and you should take time and deliberate carefully before deciding on your selection. If you were only putting out plants for one year's crop it would not matter so much, but here we generally fruit a field from three to five years, so that makes it more important. Now in making your selection don't have just one idea in mind, and that in regard to productiveness, that is important, but no more so than others. I believe size is the most essential point in selecting and should be the first consideration. Did you ever read an article written by a

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strawberry grower in a bragging frame of mind and telling about receiving 10 cents a quart more for his berries than any of his neighbors, claiming that it was on account of the productiveness of his berries? No, it was always on account of the size. Did you ever hear of a man sending strawberries to the market and getting a poor price because they were too large? Never! But I think you know of growers receiving very unsatisfactory returns on account of their berries being small. We all know these things to be facts. Why not profit by our knowledge? I think it advisable for every fruit-grower to try some of the most promising new varieties in a small way, so that if they prove superior to our older ones we will know whether they will suit our condition of soil, climate, etc., and not wait until some of our more progressive neighbors force us to use them or quit the business.

### QUALITY.

I never pay any attention to the quality of a strawberry; in fact, I do not care what the quality is. This delicious flavor we hear so much about—"who does it suit?" If it suits me you might not want to eat it; our tastes are different, much more so than our eyes. If a berry is large, has a good shape and a beautiful color, the eye is pleased with it, and I think the eye has a great influence on the palate and it will be satisfied, if not, just the right quantity of sugar and cream will do the work. For illustration, take the Ben Davis apple. There has been ink enough thrown at it to make it as black as sin, just because it did not suit some one's taste, but it has gone on climbing until it has reached the top round and is shining brighter than ever. Talk about quality, "bah!" Who ever saw a large, beautiful, ripe strawberry that was not fit for the "gods?"

### ONE OR MORE VARIETIES.

To save a great deal of corresponding I will state here that I can not advise parties at a distance what variety or varieties will be the most profitable for them to grow. I do not know their condition, and it would be impossible for me to advise them intelligently, as the location and competition must govern this wholly. There are locations, no doubt, where the earliest, others where medium early, and others where the latest berries pay the best, owing to competition, but as a general thing, where you have a home market, or as we are situated here, I would advise protracting the season as long as possible for the reason some seasons the early and others the late berries bring the most money; while the medium hardly ever brings as high a price as one of the others, it generally brings as high or higher than the other one, and the yield of the medium is so much larger that it frequently pays the best even at a lower price. As our conditions are here, I would not advise any one to grow for market just one season berries; three chances are better than one, and my advice is to take three.

### WHEN TO SET.

Set plants as early in the spring as ground will do to put in condition, and danger of freezing is over. Freezing does not hurt the plants if it is

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not hard enough to heave them out of the ground and expose the roots to the air. I would sooner take chances on a hard freeze early, while the ground is moist and cool, than risk a dry, windy, hot time later in the season. If a strawberry plant once gets well established and starts to grow and is well cultivated it can hardly be killed, except by a white grub eating it up. From middle to last of March is the best time in this latitude, while some seasons it will do even earlier. I believe I can sow strawberries broadcast and harrow them in in March, and get a better stand than the man will who sets after May 10th with the greatest of care. A great many people have the impression that one time is as good as another to set plants, judging from the orders I have received.

### HOW TO POLLENIZE.

Where your pistillate varieties are prolific plant makers, and you allow them to set too thick in row, you should use staminates with the same tendency as much as possible. My observation leads me to believe that the principal cause of so many buttons and poorly developed berries is on account of not sufficient pollination; and this is the effect of pistillates being allowed to make plants out of proportion to the power of the staminates that are used, to produce plants and blooms. While it is safe to use a perfect flowering sort every fourth row with an imperfect bloomer, that is a poor plant maker like the Bubach—such plant makers as Warfield, Barton's, etc., should be fertilized every third row for best results. I would recommend using two pollinizers of different seasons for all pistillates. For instance, for a pistillate classed as medium you should use a stamine classed as early and another as medium to late. By doing this, if from any cause the bloom of one is damaged, you have another chance for fertilizing. It is not always the early bloom that is damaged the worst by frosts or cold rains; it is the condition the bloom is in at the time of danger; when a bloom first opens out it points directly upwards, ready to be damaged in the most vital parts; later, it commences to turn down out of danger. As far as you can, select staminates that will correspond with the pistillates in size, shape, color, etc. If there is a close resemblance in these particulars it will be much more convenient in picking, as they will not have to be kept separate. I am willing to admit that this is hard to do with our present knowledge; but am in hopes that in the near future our stamine varieties will be equal, if not better, than our pistillates in all respects.

### SETTING PLANTS.

There is no iron clad rule to be laid down for setting plants, as there are a dozen different modes practiced, and each one believes his way the best. On beds of one or two acres or less, a line marked in some manner at the distance apart plants are desired to be set, is probably the best and most-used method. On beds larger in size, some of the growers check off their ground both ways; making the rows three feet and one-half to four feet wide,

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and cross marking from thirty to thirty-six inches, or whatever distance they desire plants set.

The distance apart to set plants in the row depends on the varieties planted. If plants are set early in the spring, from twenty to thirty inches apart during average seasons will secure a good fruiting row of varieties that are good plant makers; while extra prolific plant makers can be set thirty to thirty-six inches and produce a good row. Some varieties that are rather poor plant makers should be set eighteen to twenty inches apart. In beds of three or four acres and up we advise checking the rows both ways, and if this is carefully done, it will enable you to cultivate cross ways two or three times before runners start to set, thereby saving much of the first hoeings.

The instruments most used in setting plants are the common garden spade and the dibble; the latter is an instrument shaped something like a trowel, but has a straight shank to which the handle is fastened horizontally, and made of somewhat heavier material. Either instrument will answer the purpose, but the main object is to get the dirt firmly pressed around the plant, not only at the top, but down to the bottom of the roots, so there will be no air space left causing the plants to dry out.

Trim the roots to three or four inches in length, and be careful about the depth plants are set in the ground. They must be set deep enough so that no part of root is exposed to air or sun, and not so deep that the crown is covered with dirt. Don't allow plants dropped faster than dibblers can use them, and keep them protected by a wet cloth in a basket. Never expose plants to sun or air an instant more than necessary.

### **CULTIVATING.**

Cultivate as soon as possible after setting, the same day if convenient. Cultivate often. If you have ground that packs and runs together bad it may be necessary to cultivate two or three times a week, after a hard, beating rain, to get your ground in proper condition. Where ground is packed hard, as soon as dry enough, plow shallow the first time so as not to break ground up cloddy, follow immediately before it gets too dry, and cultivate as deep as possible, then shallow again to level down. You will need to cultivate twenty or thirty times, owing to kind of season, for best results. Cultivate from time you set out plants until killing frosts. Don't ridge your plants, they will naturally do that, but work the dirt away from row, and keep as level as possible. By doing this it will be much better for your first crop and leave rows in better condition for renewing for second crop. After setting out plants, cultivate as close to them as you can without disturbing the roots. Allow first runners to set until you have a row formed not to exceed eighteen to twenty-two inches in width, that is as wide as you can permit and have plenty of room between for picking. It is true that most of our scientists on strawberry culture advise us to keep runners cut off until about the first of August, to allow the mother plant to become well established before setting any runners. Now, the theory may be all right, but does not appear sensible to me. We are

depending just as much on each of twenty or more runners that we get from the mother plant to make a crop of berries as from her. Then is it not better to let the first runners set and give the plants a chance to make a good growth, as well as the parent? No danger of a plant putting out runners until it is well established. When runners first form pull them around with cultivator until you have row filled between hill first. Always plow the row same way each time. After filling in between the hills run the cultivator a little further from plants each plowing until you have a row of proper width, then attach rolling cutters to cultivator and keep runners cut off balance of the season. Don't wait too long between plowings while runners are forming fast, or, you will get your row too thick. Try to get plants set in the rows from four to six inches apart; that is as close as they should be to produce fine berries. Keep blooms cut off the first year, if the plants are allowed to fruit it stops the growth and consumes much of the vitality. Everything possible is to be done with the cultivator, but you will have to do a great deal of hoeing also; your first hoeing between the hills wants to be good and deep to get the ground that has been packed well loosened up, but be careful not to disturb the plants. Keep your field perfectly clean of weeds the whole season, early as well as late. If you allow the weeds and grass to get the start of you at any time you may become discouraged. Never stop hoeing and cultivating because there are no weeds. If you have ground so poor that weeds will not grow there is the more need of work to change the particles of earth and get some fresh food where the plants can reach it, or they will starve. I believe that intensive cultivation without fertilizing is better than poor cultivating and plenty of fertilizing; both are much better than either alone.

#### MULCHING.

If you have only an acre or two of berries you can wait until the ground freezes hard, but if you have several acres would advise you to commence mulching as soon as frosts are hard enough to check the growth of plants and turn the foliage brown. Mulching is slow work if you have to haul the material quite a distance; it is better to commence early in winter. During cold, wet weather it is disagreeable work, and you cannot make much progress. Every berry grower ought to mulch sufficient to keep the berries clean. We commence here about the middle of November. Wheat straw is used principally—the objection to it being that the wheat and cheat left in the straw grow during the winter and sometimes cause considerable damage to berries during the fruiting time. Prairie hay may be used if one is situated so they can afford to use it. In this latitude I do not think it necessary to mulch for winter protection. The rank foliage of our matted rows seems to me to be sufficient to protect the plants from heaving. One ton of straw or prairie hay carefully spread over the rows is sufficient to keep berries clean, but two or even three tons won't hurt, if raked off between the rows as soon as plants start to grow in the spring. And

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if it should be dry during picking the heavy mulching will be much the best, as it will keep the ground moist much longer.

### PICKING AND PACKING.

This is one of the most important phases of the strawberry industry. You may have given the bed good cultivation, and have a fine prospect, but if the fruit is not properly picked and packed, you will not get corresponding financial results. Have every thing ready before time to commence picking. Make crates and carriers during the winter. Use clean packages only, and have springs on wagon in which berries are hauled. Pick every day after the season is fairly started; and if weather is rainy or there is much dew, wait until the fruit dries off somewhat before picking. Put a picker on each side of the row, and do no allow them to snap berries from vines, but pick with a stem one-half to three-fourths inch in length. Watch carefully that all ripe fruit is picked each time. Do not permit over six quart boxes to be taken to the field, as it keeps berries exposed too long to the hot sun. Pack the fruit immediately in crates and store in a shady place protected from air, so the fruit will keep its fresh appearance until ready for market.

If picking for a local market, or a market that will be reached over night, pick the fruit fully ripe, but not over-ripe or soft. If it is to be sent to a farther market, it should not be picked fully ripe, about three-fourths ripe will carry better, and it will ripen in transit. Try to grade the berries in the field if they need grading, for every time a berry is handled it is damaged to a certain extent. Have each variety picked and crated separately, where possible, as uniformity in size and color has much to do with the appearance of the fruit. This part of the work should be under the supervision of one interested, and any extra pains or labor taken will be rewarded.

### RENEWING.

A strawberry bed can generally be retained from three to five years if properly renewed and cultivated. And to get the best results the work should be begun immediately after the last picking.

Mow the vines off close, and if the bed is covered with a moderate mulch, evenly distributed, it may be burned over as soon as dry enough. This method is the best for getting rid of any fungous diseases or insect pests, and leaves the ground in fine condition for clean cultivation. If the burning is done when there is a brisk breeze to carry a quick fire, there will be no harmful results. For a few days it may appear there is nothing left, but in a short time the plants will put forth thriftier than ever.

If the mulch is not burned off, it may be plowed under between the rows, or if too thick raked up and removed from the field before cultivation. As soon as vines have been mowed, plow down the middle of each row with a common turning plow, throwing the dirt from the row, and then plow out the center between the rows, thereby leaving a strip, six to ten inches wide on the side of each row. The side of the row is left because the plants there

are younger, and will start to make runners more freely than the older plants in the center. To further reduce the plants, and to put the ground in condition for cultivation, harrow the rows lengthways and then two or more times crossways. The older a bed becomes the fewer runners will be made from the plants left. So the width of the row and the number of times harrowed, will depend to a great extent on the age of the bed. After harrowing the bed is given the same cultivation as for a new bed.

Some growers successfully renew their fields with a disc harrow. Removing three of the discs from the center, and then the outside discs, until three are left on each side. By placing heavy weights on the remaining discs and driving lengthways of the row each side is cut off at the same time. Harrowing is then practiced as when the turning plow is used. The disc harrow is especially recommended where the mulch is not burned or removed, as it cuts up the mulch and works it into the ground, leaving the field in good shape for cultivation.

#### **OVER PRODUCTION OF STRAWBERRIES.**

This question of over production will regulate itself. If you don't keep at the top or near there, it will force you out of the business and some one will take your place and hold it if he has the disposition and energy to climb upward. I don't believe there is any more talk here today, not so much, in fact, in proportion to the number occupied in the business as there was fifteen years ago, about over production, when the crop wouldn't have loaded a car. There was less trouble to find a market for the 230 cars shipped from here in 1897, than there was when only a few hundred crates were raised, and before cars were used. There will be an over production for the next twenty years, and perhaps longer, of a certain class of inferior berries. and if you have made up your mind and won't change it, to raise that class, as a friend, though perhaps a stranger, my advice is, don't go into the business, and if you are in, slip out as soon as you can, before the inevitable law of nature forces you out. You must love the business and take a pride in it, in my opinion, to succeed.

# The Sarcoxie Strawberry

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¶ Sarcoxie, Mo., claims the distinction of being the mother of the many strawberry shipping towns in the Ozarks of Southwestern Missouri and Northwestern Arkansas. The industry was originated here by one who by nature and experience was a lover of horticulture, and the first shipments were a few crates to the near-by markets. Others learning of the profitable sales, and that there was no mysterious secret in producing the fruit, embarked in the business in a small way.

¶ Two or three years later the planting of five acres in one tract by two experienced nursery workers started the cry of over-production, that has been echoing and re-echoing through this section ever since. But the returns from these shipments, which went principally to the Western markets, netting \$300 to \$400 per acre, in the next year or two nearly every farm within five miles had one to forty acres in strawberries, and the merchant, the banker, the lawyer, the doctor, were interested, directly or indirectly, in the growing of this delicious small fruit, that is said to contain 96% water, and the other parts coloring, but is relished by all mankind.

¶ In 1897, the banner year of production, 232 cars, containing 640 24-quart crates each, were shipped from Sarcoxie to nearly every important market of the West, North and East, and the place became noted as the largest strawberry shipping town in the Middle West. Neighboring towns became interested in the industry, and in 1906 over 800 cars were shipped from thirty places in the Ozarks, where the natural advantages of the soil are as perfect, if not the most perfect, for growing strawberries of any section in the United States.

¶ Since the beginning of the industry at Sarcoxie, there has been a gradual progression in the varieties grown, the methods of grading and packing, and the means of transportation and marketing.

¶ The Crescent, Capt. Jack and James Vick were the varieties most largely planted by the earlier growers. In time the Michel, Warfield and Gandy became the most popular varieties; while today the Texas for early, the Haverland for mid-season, and the Aroma for late, are the leading commercial varieties planted.

¶ Transportation and refrigeration have kept pace with the rapid growth of production, and apparently, train loads are handled as quickly now, and arrive on the markets in as good or better condition, than were the few crates produced at first.

¶ Most of the growers have found the raising of strawberries profitable, and especially those growers who have taken an interest in the work, planted the leading varieties, and given thorough cultivation. In the last fifteen years over a million and a quarter dollars net have been received by the growers around Sarcoxie for this fruit, and thousands of dollars are paid out annually to an army of pickers, who come for miles, to assist in harvesting the crop.

¶ The industry is not only profitable to the growers, but to the entire community in which it is followed. There is no fruit that is so easily and quickly grown, and that will respond so readily to proper culture and care.



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